

## Looking Toward Christmas

People from all over the country, returning home from summer vacations via New York for a shopping tour, will find here new assortments of Gift Merchandise at splendid values.

Store Hours, 9 to 5:30.

# HEARN

FOURTEENTH STREET Established 1827 WEST OF FIFTH AVE.

**Babies' Dept. Sale Days**  
Will be on the coming Wednesday and Thursday. Mothers will find the selection for babies more complete than ever before and values surpassing expectations

## Last Week--19th Great Fall Sale--Buy Now

Merchandising knowledge and uninterrupted success have marked the upbuilding of this department store, the oldest in New York (except Lord & Taylor, 1826). HEARN'S has never changed hands in all the ninety-four years of its existence, but has remained entirely under the control of the founder's family, now in its third and fourth generation.

"Values Always" is the policy which has carried forward the HEARN enterprise in a steady growth of business that never halts for good times or bad, and is seen in our increased patronage and in our store enlargement (28 W. 14th St. now being added to the 33 other building lots at present covered by our business).

### Following for Both Monday and Tuesday

<b>Canton Crepe and Poiret Twill Dresses—</b> Black, navy, brown—sizes 42½ to 52½—featuring new fall styles—various models—were \$34.74.....	23.50
<b>Misses' Jersey Dresses—</b> Over blouse—pleated skirt—white linen collar and cuffs—Copen, brown, henna and reindeer—sizes 14 to 20 years—were \$9.73.....	7.75
<b>Extra Size Coats—</b> Special purchase—very fine cloth—navy, brown or black—novelty box pleated backs—button trimmed—interlined and lined with plain linings—sizes 42 to 52—were \$35.73.....	20.00
<b>Trimmed Hats—</b> Up-to-date models in a variety of styles and colors, including black—were \$9.95.....	2.25
<b>Stone Marten Scarfs—</b> One skin—full furred choice pelts—were \$45.78.....	27.50
<b>Mink Choker Scarfs—</b> Single fine skin—were \$29.73.....	17.75
<b>Fox Scarfs—</b> Closed animal style—taupe or brown—excellent quality—were \$40.73.....	27.50
<b>Voile and Batiste Blouses—</b> Tie-on overblouse or tuck-in styles—lace or hand stitching trimmed—sizes 36 to 44—were \$3.87.....	2.18
<b>Tricolette Tunic Blouses—</b> New and popular models in navy blue and black—were \$7.97.....	4.95
<b>\$5.00 Brocaded Corsets—</b> Low bust—extra long hip—were \$7.97.....	2.77
<b>Broche Corsets—</b> Lace front—low bust—long hip—pink—were \$8.00.....	3.95
<b>Women's Worsteds Slipover Sweaters—</b> V neck—plaid designs—black, peacock, navy, buff, brown—were \$4.94.....	3.27
<b>Ostrich Bands—</b> All lovely fall shades—were \$1.25.....	.85
<b>Untrim'd Velvet Hats—</b> Colors and black—were \$4.85.....	3.50
<b>Bunyalow Aprons—</b> Checked or plain gingham—slipover model—plain pink or blue collars—braided finish—well made and attractive—were \$1.48.....	.95
<b>Japanese Crepe Kimonos—</b> Numerous colored or white embroidered designs on rose, Copen, lavender, pink grounds—Japanese sleeves—cash belt—were \$1.94 and \$3.74.....	1.47 & 2.46
<b>Heatherbloom Petticoats—</b> Flowered on black, navy, brown, taupe and tan grounds—were \$1.94.....	1.33
<b>Crepe de Chine Chemises—</b> Trimmed with fancy net, lace and tucks—white, orchid, flesh and light blue—were \$2.48.....	1.64
<b>Crepe de Chine Gowns—</b> Trimmed with lace and medallions—white and flesh—were \$3.97.....	2.68
<b>Satin Camisoles—</b> Several pretty styles—built-up and strap shoulder effects—slip on models—trimmed with lace—were \$1.28.....	.77
<b>Extra Size Gowns—</b> Round and V neck—embroidery trimmed—white—were .97.....	.65
<b>Women's Nightdresses—</b> Fancy yokes—long or short sleeves—some with yokes of satin—flesh or white—were \$1.43.....	.96
<b>Children's Flannelette Pajamas—</b> One-piece—frog trimmed—clear stripes—good quality—sizes 4 to 14 years—were \$1.38.....	.77
<b>Girls' Tub Dresses—</b> Plaid and check gingham—various trimmings—7 to 14 years—were \$1.94.....	1.46
<b>Box Stationery—</b> Paper or cards—24 sheets or 24 cards—24 envelopes—colored or gilt edge—were .25.....	.15

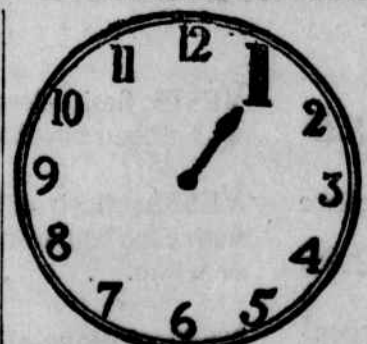
<b>Men's Fine Shirts—</b> 2,400—woven madras—plain stripes—blue, helio, tan, grey, black and white—white grounds—also starch cuff shirts in fine percales—were \$1.95.....	1.23
<b>Men's Root's Underwear—</b> Grey soft wool finish—single or double breasted shirts—36 to 46—drawers, 32 to 44—were \$2.19 to \$2.45.....	1.44
<b>Men's Belts and Suspenders—</b> Mercerized web suspenders—cowhide belts with initial buckles—were .85 and \$1.00.....	.62
<b>Men's Winter Underwear—</b> Shirts and drawers that are soft and durable—gray—all sizes—were .95.....	.65
<b>Men's Flannel Shirts—</b> Soft wool finish—khaki or gray, light or dark colors—collars attached—sizes 14 to 18—were \$2.25.....	1.40
<b>Men's Work Shirts—</b> Percales in khaki, blue, chambray—black sateen—dull and shiny—collars attached—all sizes—were \$1.09.....	.75
<b>Men's and Boys' Caps—</b> Good quality serge—plain colors and mixtures—lined or unlined—all sizes—were .95 and \$1.09.....	.71
<b>Men's Stylweave Suits—</b> Plain colors, mixtures and stripes—cut in the latest fall models—all wool materials—fine finished and unfinished worsteds, serges, flannels, cassimeres—excellently tailored—sizes 34 to 48; regular, stouts, slims, shorts—were \$39.76 and \$42.50.....	30.00
<b>Men's All Wool Trousers—</b> Grey, brown, blue, green and various other mixtures—fancy cassimeres, worsteds and flannels—well made—sizes 29 to 46 waist—were \$7.85.....	5.15
<b>Boys' Serge Suits—</b> Pure worsted—all wool—navy blue—fine or medium wale—best quality alpaca linings—large assortment of the newest Norfolk and side pleated models—finely tailored—some suits with extra trousers—sizes 7 to 18 years—were \$15.50.....	10.00
<b>Boys' New Fall Suits—</b> Newest fall shades of brown, gray, olive and heather mixtures and stripes—all wool—alpaca linings—semi-Norfolk and pleated yoke models—especially well tailored—most of the suits with extra trousers—sizes 8 to 17 years—were \$12.50.....	7.77
<b>Young Men's High School Suits—</b> Worsteds, cassimeres, chevots and navy serges—fancy stripes and mixtures—plain colors—full or half lined coats—single and double breasted models—finely tailored—sizes 32 to 40 chest measure—were \$24.50 to \$32.50.....	17.75
<b>Junior Boys' Suits—</b> Junior Norfolk models—box pleated—large patch pockets—extra washable collar—brown and navy—sizes 5 to 10 years—were \$4.50.....	2.77
<b>Boys' Blouses—</b> Newest styles—newest colors—fancy striped percales and madras—plain or with button down collars—sizes 8 to 15 years—were \$1.27.....	.77
<b>Boys' Shirts—</b> Newest fall colors and patterns—fancy stripes—neck band styl or with collars attached—sizes 12½ to 14—were \$1.48.....	.97
<b>Babies' Flannelette Dresses—</b> Neatly made—yoke and bishop styles—checks and stripes—sizes to 3 years—were .77.....	.40
<b>Little Tot's Rompers and Creepers—</b> Gingham, chambray and crepe—Peggy and toodle style—trimmed with contrasting colors—sizes to 6 years—were \$1.47.....	.74
<b>Little Tot's Chinchilla Coats—</b> Belted models—white—wool—chinchilla—sizes to 3 years—were \$4.97.....	3.44
<b>Babies' Fine Part Wool Shirts—</b> Shell finish—sizes to 3 years—were \$1.25.....	.90
<b>Women's Part Wool Underwear—</b> Various styles in vests and tights, regular sizes—were \$1.67.....	1.97
<b>Boys' Gray Fleece Union Suits—</b> High neck, long sleeves—ankle length—well made—sizes to 12 years—were \$1.17.....	.97
<b>Children's Plaited Silk Hose—</b> Black, white or cordovan—all sizes—were .37.....	.70

<b>39-inch Silk and Satin Canton Crepes—</b> Good quality—heavy crepe weave—desirable colors and black—were \$3.45.....	2.58
<b>40-inch Charmeuse—</b> Bright satin face—street and evening shades and black—were \$2.45.....	1.65
<b>Men's Wear Serges—</b> 54-inch width—all wool—navy and black—fine and heavy twill—close weave—were \$1.97.....	1.30
<b>Tricotines and Poiret Twills—</b> 50-inch—imported navy blue—all wool—were \$2.97.....	1.75
<b>48 and 50-inch Velours—</b> New Fall colors—navy and black—were \$2.53.....	1.72
<b>All Wool Prunellas—</b> 42 inches wide—soft, lustrous finish—taupe, tan, copen, garnet, brown, navy and black—were \$1.97.....	1.24
<b>54-inch Mannish Serges—</b> All wool—navy and black—close, heavy weaves—were \$1.48.....	1.00
<b>Outing Flannels—</b> Pink and white—blue and white stripes—for undershirts, pajamas, etc.—were .25.....	.11
<b>Striped Seersucker Gingham—</b> For house dresses, boys' waists, aprons, etc.—were .30.....	.14
<b>White Madras—</b> Good assortment of patterns for blouses and boys' and men's shirts—were .40.....	.26
<b>Long Cloths—</b> 10-yard piece—for underwear, etc.—were \$2.00.....	1.35
<b>Yard Wide Lining Satins—</b> Good assortments of colors—excellent quality for coats and suits—were \$1.87.....	.96
<b>Val. Laces—</b> 12-yard piece—pretty patterns—were .49.....	.29
<b>Embroidered Flouncings and Camisole Tops—</b> Attractive designs—were .49.....	.33
<b>4-inch Crochet Tops—</b> Silk tassels—black and color—were .18.....	.8
<b>1-inch Coney Bandings—</b> Reversible and lined—black, white and brown—were \$1.37.....	.90
<b>Jet Beaded Girdles—</b> were \$3.47 and \$3.87.....	2.20
<b>New Net Curtains—</b> Valance centers—pretty lace edges—four styles—were \$2.47.....	1.56
<b>Wool Finish Blankets—</b> White, grey—contrasting colored borders—full and single sizes—were \$2.96.....	1.14
<b>All-Wool Blankets—</b> Plaid—block designs—full size—were \$15.94.....	6.00
<b>Bleached Domets—</b> 36 inches wide—soft downy nap—mill lengths of 1 to 10 yards—were .48.....	.16
<b>Muslins—</b> 36 inches wide—unbleached—less than mill price—were .10½.....	.7
<b>Bleached Muslins—</b> 36 inches wide—soft finish—were .15.....	.10
<b>Unbleached Muslins—</b> 54 inches wide—were .43.....	.21
<b>Sheetings—</b> 21½ yards wide—bleached sheetings—stand and quality—were .67.....	.43
<b>Bleached Cheese Cloths—</b> 36 inches wide—absorbent—were 4½.....	2½
<b>Feather Ticks—</b> Full and three-quarter sizes—were \$2.98.....	1.77
<b>Pillow Cases—</b> 42x36—plain hem—were .32.....	.24
46x36—plain hem—were .34.....	.25
42x36—hemstitched—were .39.....	.29
45x36—hemstitched—were .42.....	.32
<b>Crochet Spreads—</b> Three-quarter size—were \$1.69.....	1.24

<b>Cowhide Traveling Bags—</b> Sewn frames—leather lined—rtn handle—1 inches—were \$16.50.....	12.50
<b>Women's Chamoisette Gloves—</b> Special purchase Beaver, covert, gray and mastic—gray ties—combinations—embroidered backs—size 8½—were \$1.25.....	.64
<b>Ribbons—</b> 5¼ to 5½ inch widths—white, black and colors—satins, molles and stripes—were .43.....	.35
<b>Collar and Cuff Sets—</b> Organdie and linen—white—Peter Pan, Tuxedo and other new Fall styles—were .94.....	.75
<b>Men's Handkerchiefs—</b> White corded borders—were 1.08.....	.60
<b>Women's Imported Linen Handkerchiefs—</b> White—hemstitched—threadrawn—were \$2.25.....	1.44
<b>Men's and Women's Gloria Umbrellas—</b> were 5.07.....	3.37
<b>Silver Plated Table Spoons and Dinner Forks—</b> Reliable makes—pretty designs—French grey and bright finish—were \$2.50.....	1.44
<b>Silver Mesh Bags—</b> Artistic new shapes—fine ly wrought mesh—highly suitable for present use and holiday gifts—were \$7.47 to \$9.47.....	5.00
<b>Shears—</b> Hand for ed—6½ to 10 inches—were \$1.47.....	.70
<b>Dust Caps—</b> Dutch styles—embroidered edge—were .15.....	.10
<b>Sewing Silks—</b> Black, white and colors—50 yards on spool—were .65 dozen.....	.40
<b>Olive Oil Castile Soaps—</b> Large bar—average about 4 lbs.—were .96.....	.66
<b>Men's Hose—</b> Heather mixture—seamless half hose—all sizes—were .27.....	.18
<b>Women's Silk Vests—</b> Flesh an' colors—glove silk—fancy weaves—all sizes—were 2.97.....	2.10

<b>Sheets—</b> HEMSTITCHED. 64x90—were .92.....	.79
68x90—were \$1.06.....	1.04
72x90—were \$1.32.....	1.04
81x90—were \$1.44.....	1.12
90x90—were \$1.79.....	1.24
<b>HEMSTITCHED</b> 68x90—were \$1.38.....	1.04
72x90—were \$1.56.....	1.26
81x90—were \$1.68.....	1.36
<b>Bed Spreads—</b> were \$3.69.....	2.69
<b>Marseilles Spreads—</b> were \$4.98.....	3.44
<b>Marseilles Spreads—</b> were \$5.98.....	4.17
<b>Single Crochet Spreads—</b> were \$1.49.....	1.00
<b>Sateen Comfortables—</b> Flowered centers—plain borders—attractively stitched—winter weight—cotton filled—full size—were \$8.98.....	5.78
<b>New Feather Pillows—</b> White and gray—mixed down filled—excellent tickings—various stripes—20x28—were \$3.97.....	2.46
22x28—were \$4.57.....	3.00
24x30—were \$4.77.....	3.00
28x30—were \$5.57.....	3.87
<b>Velour Sofa Cushions—</b> Assorted colors—round, two styles—one combined with tapestry—were \$2.47.....	1.45
<b>Centre Pieces—</b> Madera embroidered—some trimmed with Cluny lace—were \$4.95.....	3.17
<b>Napkins—</b> Bleached—mercerized damask—were \$2.25.....	1.42
<b>Linen Damask Cloths—</b> Bleached—heavy quality Irish linen damask—70x38—were \$8.50.....	5.50
<b>Cotton Huck Towels—</b> Soft finish—bleached—hemmed—neat colored stripe borders—were .18.....	.11
<b>Bath Towels—</b> Extra heavy—full bleached—hemmed—white borders—were .87.....	.58
<b>Heavy Cotton Toweling—</b> Bleached and unbleached—blue borders—good wearing quality—were .18.....	.11

See today's American and World for Start of Season Sale of Women's Dresses.



24 ct. Hill Bleached Muslins..... 16  
86 inches wide—soft finish—no dressing.  
30 ct. Linen Crash Toweling..... 19  
Red borders—splendid value.  
TOWELING—MAIN FLOOR.  
\$1.98 Spreads..... 1.48  
Crocheted—fancy designs.  
BEDDING—BASEMENT.  
\$4.97 Silkaline Comfortables..... 3.00  
Attractive designs—well stitched—winter weight—cotton filled—full size—were \$5.57.....  
COMFORTABLES—BASEMENT.  
94 ct. Sateen and Cotton  
Taffeta Petticoats..... 74  
Solid black, navy or flowered effects.  
PETTICOATS—SECOND FLOOR.  
\$1.97 Little Tot's Bloomer and  
Pantie Dresses..... 1.14  
Plain and fancy—gingham and chambray—trimmed with contrasting colors—sizes to 6 years.  
INFANTS' DRESSES—SECOND FLOOR.  
\$1.44 Men's Handkerchiefs, ½ doz., .35  
Colored woven borders.  
HANDKERCHIEFS—MAIN FLOOR.  
\$2.94 and \$3.24 Boys' Sweaters..... 1.88  
All wool—slip-on style—V-neck or shawl collar—most desirable colors, including Oxford, brown, heather, navy—ages 6 to 16.  
BOYS' SWEATERS—THIRD FLOOR.  
\$13.50 to \$16.50 Boys' Suits..... 9.50  
Cassimeres, chevots, homespuns—grays, tans, browns, olives and heather mixtures and navy serges—single and double breasted models—plaid or patch pockets—finely tailored—majority with extra trousers—8 to 17 years.  
BOYS' CLOTHING—THIRD FLOOR.  
\$2.94 Junior Boys' Suits..... 1.88  
Sizes 8 to 12 years—variety of solid colors and stripes—middy, Russian and Oliver Twist models—excellent for underwear, bloomers, rompers, bed spreads, etc.  
BOYS' CLOTHING—THIRD FLOOR.  
30 ct. White Ripplette..... 17  
28 inch—requires no starch or ironing—excellent for underwear, bloomers, rompers, bed spreads, etc.  
WHITE GOODS—MAIN FLOOR.

**MORNING**  
ON SALE  
Monday and Tuesday  
UNTIL 1 P. M.  
To prevent dealers buying, quantities restricted.  
No Mail or Telephone Orders.  
**SPECIALS**

### Our New Modes

are represented in today's Rotogravure Section by illustrations, descriptions and prices typical of the distinctive styles, new fabrics and special prices which make our Apparel Sections so attractive and advantageous to customers. Don't fail to see Hearn's advertisement in the Rotogravure Section.